

# **Personalization of Web Search**

## **ABSTRACT OF THE INVENTION**

A system and method for creating a user profile and for using the user profile to order search results returned by a search engine. The user profile is based on search queries submitted by a user, the user's specific interaction with the documents identified by the search engine and personal information provided by the user. Generic scores associated with the search results are modulated by the user profile to measure their relevance to a user's preference and interest. The search results are re-ordered accordingly so that the most relevant results appear on the top of the list. User profiles can be created and/or stored on the client side or server side of a client-server network environment.